



# **GOVERNMENT COMMUNICATORS DAY**

## **FEBRUARY 24, 2024**

**WHEREAS**, the role of government communications professions is to inform, educate and engage their communities; and

**WHEREAS**, robust communication in government creates trust and inspires residents to take action and be involved; and

**WHEREAS**, government communications create relationships and calls to action, build awareness and understanding through storytelling, engage and foster engagement on civic issues and use all channels to include people in critical decisions; and

**WHEREAS**, it is essential to have strong communications in government because it is a foundational element of living in a democracy where citizens have the freedom to make their voice heard; and

**WHEREAS**, the [City/County] is proud and has deep gratitude and recognition for government communicators' professionalism, dedication, hard work, commitment, enthusiasm, and sacrifice;

**NOW, THEREFORE, I**, Ralph Gutierrez, Mayor of the City of Schertz do hereby proclaim **February 24, 2024 as GOVERNMENT COMMUNICATORS DAY** in Schertz, Texas and encourage all residents to thank the members of the Public Affairs Department who have dedicated their careers to ensure the City of Schertz has effective, impactful, and successful communication strategies that resonate and are relevant.

**IN TESTIMONY WHEREOF**,  
I have signed my name officially  
and caused the Seal of City of  
Schertz to be affixed on this the  
20th day of February 2024.

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Ralph Gutierrez, Mayor